

# Time Line: No One Ever Told Me...

- **October 2005:** After speaking to one of her friends about mommyhood, Avery begins to develop the concept for the book. She decides that the book should focus on the things that no one ever tells you when you embark on the journey of motherhood AND also decides that she will not write it in novel format but instead in short, but true, statements in recognition of the busy schedules of moms.
- **November 2005:** Avery has completed 75% of the book and has begun development of the title
- **December 2005:** Avery is pregnant with her third child and is on her way to finishing the first draft of her book. She suffers the devastating loss of that pregnancy to miscarriage and understandably, ceases writing to mourn, regroup, and start the healing process.
- **Spring 2006:** While pregnant with baby #3, Avery decides to resume writing to complete the first draft of the book. She incorporates elements about her experience with miscarriage.
- **January 2007:** Avery gives birth to baby #3, focuses on being a mother of 3, wife of 1, and a well-rounded whole woman. Writing slows down and the completion of the first draft moves at a snail's pace
- **Summer 2007:** Avery picks of the pace and writing continues.
- **January-February 2008:** Avery nears the completion of the first draft and starts to investigate options for publishing the book. The key things she learns are how to copyright her manuscript, as well as, options for printing/publishing, and designing the final product. Avery also discovers she is pregnant with baby #4.
- **June 2008:** First draft of No One Ever Told Me... Witty, Practical, & Spiritual Truths about Motherhood is completed.
- **July 2008:** Avery selects a graphic design company to design and format the book, as well as, all collateral materials for book launch and advertising.
- **Spring 2009:** Avery decides to self-publish and selects a company to print and bind the books.

Time Line: No One Ever Told Me... CONTINUED

- **August 2009:** Entering her third trimester with baby #5, the book design and layout is completed and sent to print. Avery also decides to hire a publicist to assist with book launch.
- **September 2009:** Hot off the presses! The book is printed and delivered for distribution. Copies of the book are sent to major media outlets and moguls including Michelle Obama, Oprah Winfrey, and Tyra Banks. On the ground, the book is advertised to local bookstores, national chains, and garners attention in the form of actual acquisitions of the book by Borders stores in Maryland and Virginia.
- **October 2009:** The book tour begins! The first stop was full of surprises and hugely successful. No One Ever Told Me... Witty , Practical, and Spiritual Truths About Motherhood debuted at the Capital Bookfest in Largo, MD where Avery was featured on a panel for discussion and book is picked up by Borders in Largo, MD.

